

SUMMARY TABLE
(Among Total Recontacted Sample)

	<u>Non-Menthol</u>	<u>Menthol</u>
Total Recontacted	146 = 100%	137 = 100%
Converted to Merit Ultra Lights 100's	7 = 5%	4 = 3%
<u>Didn't Convert But Bought</u>	27%	27%
Plan to buy again	16%	15%
Do not plan to buy again	6%	7%
Not Sure	5%	5%

Data Collected During First Contact Among
The Converters

<u>Total Converters</u>	<u>7</u>	<u>4</u>
<u>Purchase Intent</u>		
Definitely will buy	(31) 5 16%	(31) 2 6%
Probably will buy	(30) 1 3%	(37) 1 3%
Might or might not buy	(30) --	(27) 1 4%
Probably will not buy	(16) --	(18) --
Definitely will not buy	(5) 1 3%	(23) --
<u>Carton Selection</u>		
Selected Merit Ultra Lights 100's	(57) 6 11%	(49) 3 6%
Selected regular brand	(88) 1 1%	(88) 1 1%
<u>Summary Of Differences</u>		
Rated Merit Ultra Lights 100's higher than regular brand	(34) 4 11%	(25) 2 8%
Same	(43) 2 5%	(34) 1 3%
Lower	(72) 1 1%	(78) 1 1%

100's for 500's

(103) 6

(108) 4

100's for 100's

(43) 1

(27) --

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